

We claim:

1. A method for using a relationship manager apparatus to assist a user in optimizing a relationship with a contact person, the method comprising:
 - inputting information regarding the relationship into the apparatus;
 - 5 classifying the relationship into at least one class;
 - assigning a contact frequency to the relationship;
 - providing the user with information about the relationship based on the at least one class; and
 - contacting the user at the contact frequency with a first message regarding the relationship.
2. The method according to claim 1, wherein the step of inputting information further comprises inputting information about the contact person.
3. The method according to claim 2, wherein the first message comprises information regarding the contact person.
4. The method according to claim 1, wherein the step of inputting information further comprises inputting information about the user.
- 20 5. The method according to claim 4, wherein the first message comprises information regarding the user.

6. The method according to claim 1, wherein the user assigns the contact frequency.

7. The method according to claim 1, wherein the apparatus assigns the contact
5 frequency.

8. The method according to claim 7, wherein the user reassigns the contact frequency.

9. The method according to claim 1, wherein the classification step further comprises
classifying the relationship into a plurality of classes.

10. The method according to claim 9, wherein the plurality of classes comprises at least
one master class and at least one sub class.

11. The method according to claim 1, wherein the first message comprises a means for
inputting details of an action taken by the user in response to the first message.

12. The method according to claim 11, wherein after the contacting step, the method
further comprising:
20 the user inputting details of an action taken in response to the first
message; and

15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95

after the user inputs the details of an action taken in response to the first message, contacting the user at the contact frequency with a second message regarding the relationship, the second message further comprising the details of an action taken in response to the first message.

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13. The method according to claim 1, wherein the first message comprises educational information and advice based on the at least one class.
14. The method according to claim 1, wherein the first message comprises gift recommendations.
15. The method according to claim 1, wherein the first message comprises activity suggestions.
16. The method according to claim 1, wherein the first message comprises suggested topics of conversation.
17. The method according to claim 1, wherein the first message comprises prewritten correspondence.
18. The method according to claim 1, further comprising contacting the contact person with a second message.

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19. The method according to claim 18, wherein the second message comprises a means
for inputting information regarding the relationship.

5 20. The method according to claim 1, wherein the step of inputting information further
comprises a relationship expert inputting information.

21. The method according to claim 1, wherein the first message comprises information
regarding a vendor.

22. The method according to claim 21, further comprising providing access to the
vendor.

23. An apparatus to assist a user in optimizing a relationship with a contact person, the
apparatus comprising:
a storage device;
a processor connected to the storage device;
the storage device storing
a first input from the user regarding the relationship;
20 classifications for different types of relationships;
information for each classification;
contact frequencies for each type of relationship; and

a program for controlling the processor; and
the processor operative with the program adapted to
receive the first input from the user regarding the relationship;
classify the relationship;
5 assign a contact frequency to the relationship;
provide to the user information based on the classification of the
relationship; and
contact the user at the contact frequency with a first message
regarding the relationship.

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24. The apparatus according to claim 23, wherein the program is further adapted to receive a second input from the user regarding information about the contact person, and the storage device further stores the second input.
25. The apparatus according to claim 24, wherein the first message comprises information regarding the contact person.
26. The apparatus according to claim 23, wherein the program is further adapted to receive a second input from the user regarding information about the user, and the storage device further stores the second input.

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27. The apparatus according to claim 23, wherein the first message comprises information regarding the user.

28. The apparatus according to claim 23, wherein
5 the program is further adapted to
receive a second input from the user regarding the contact frequency;
and
reassign the contact frequency to the relationship based on the second input; and
the storage device further stores the second input.

29. The apparatus according to claim 23, wherein the program is further adapted to classify the relationship into a plurality of classes.

30. The apparatus according to claim 29, wherein the plurality of classes comprises at least one master class and at least one sub-class.

20 31. The apparatus according to claim 23, wherein the program is further adapted to receive a second input from the user regarding the details of an action taken by the user in response to the first message, and the storage device further stores the second input.

32. The apparatus according to claim 31, wherein the program is further adapted to contact the user at the contact frequency with a second message regarding the relationship, the second message further comprising the details of an action taken in response to the first message.

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33. The apparatus according to claim 23, wherein the first message comprises information based on the at least one class.

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34. The apparatus according to claim 23, wherein the first message further comprises gift recommendations.

35. The apparatus according to claim 23, wherein the first message further comprises activity suggestions.

36. The apparatus according to claim 23, wherein the first message further comprises suggested topics of conversation.

37. The apparatus according to claim 23, wherein the first message further comprises prewritten correspondence.

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38. The apparatus according to claim 23, wherein the program is further adapted to contact the other person with a second message.

39. The apparatus according to claim 38, wherein the program is further adapted to receive a second input from the contact person regarding the relationship and the storage device further stores the second input.

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40. The apparatus according to claim 23, wherein the program is further adapted to receive a second input from the relationship expert and the storage device further stores the second input.

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41. The apparatus according to claim 23, wherein the apparatus is connected to a remote processor.

42. The apparatus according to claim 41, wherein the first message comprises a link to the second processor.

43. The apparatus according to claim 23, wherein the first message comprises information about a vendor.

44. The apparatus of claim 43, wherein the processor is linked to the vendor.

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